



## TRANSFORM CX WITH THE POWER OF HUMAN CONNECTIONS

# Keep and grow customers with Glance for Genesys Cloud

### YOUR BRAND, YOUR WAY

Create “wow”-worthy branded experiences: Glance fits seamlessly in-brand, in existing digital properties, and in the employee desktops currently in use, combining a breadth of capabilities with enterprise-class security and scale.



### FRictionless Interactions

Glance helps your team deliver in-the-moment, personal:

- Guided issue resolution
- Consultative transactions
- Expertise and advice
- Virtual training and onboarding
- Ongoing advisory services
- Sales engagements

For over 20 years, the world’s largest and most security-conscious enterprises have trusted the Glance Guided CX™ platform to power their human-focused CX strategies and help customers achieve their goals.

Glance transforms “do it yourself” into “do it together” by powering human connections inside your mobile apps, portals, and websites in moments that matter.

### Easy for everyone, works everywhere

Representatives initiate human-guided digital engagements with their customers in just one click from any CRM, CCaaS, or custom desktop system - including Genesys Cloud. Customers can use any browser or device and don't need to exchange a session key. Enterprises create a consistent customer experience across any channel, business unit, department, or strategic partner.

### Start from anywhere, switch seamlessly

Glance leverages existing communication channels, including routing and escalations, to start from any interaction, allowing representatives and customers to switch easily between collaboration tools such as:

- Mobile app share
- Cobrowse
- Secure document share
- Live one-, two-, or multi-way video
- Screen share
- Mobile camera share

### Proven, enterprise-grade security and scale

Glance was a pioneer in the DOM-based security approach for the enterprise and continues to be the industry leader, advancing the security threshold for visual collaboration. It supports stringent data privacy and security standards, maintains annual compliance with ISO/IEC 27001 and SOC 2 Type 2, and is verified by F500 customers. Glance is proven to scale without a decrease in quality during business-critical seasons such as holiday shopping, open enrollment, and U.S. tax filing.

## Business outcomes from industry-leading brands achieved with Glance

20%  
reduction in  
AHT

10%  
boost in  
FCR

18pt  
increase in  
NPS

20%  
higher  
CSAT

60%  
reduction in  
sales cycle time

40%  
boost in lead  
conversion rate

97%  
satisfaction  
rating

394%  
return on  
investment

## Fully featured visual collaboration from within Genesys Cloud

**Glance Cobrowse:** Join customers in account portals and websites when they need assistance. With multi-participant cobrowse, invite additional guests to join the session as appropriate.

**Glance Mobile App Share:** Join customers in your company's mobile apps to help them get unstuck, rescue transactions, and accomplish their goals.

**Glance Video:** Add a personal touch to important digital experiences with one-, two-, or multi-way video.

**Glance Screen Share:** With nothing to download and no friction or lag time, employees or customers can share anything on their desktop.

**Glance Mobile Camera Share:** Invite mobile device users to share their camera views to offer advice or guidance during troubleshooting or assisting field technicians.

Glance Cobrowse offers a breadth of features to support the customer experience, including:

**Document Share:** Customers and employees can share, view, navigate, and download PDF or XLS files. Files can be pre-loaded for employee use and/or stored locally.

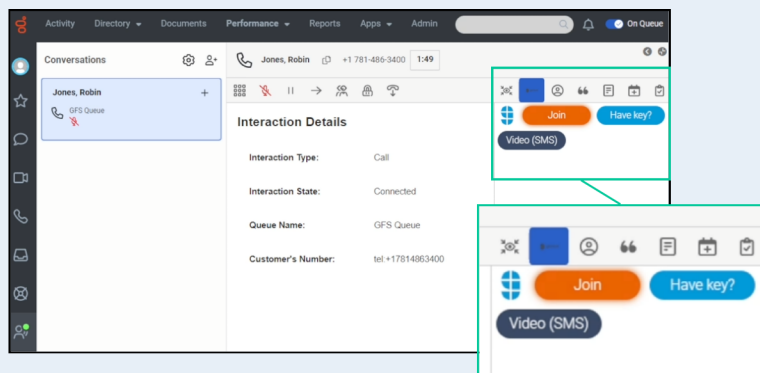
**Remote Assistance:** Customers can grant employees permission to help them securely fill in web-based forms.

**Navigation Assistance:** Employees can guide the cobrowse experience to a set of approved web pages.

**Web-Based Screen Share:** During the session, an employee can share or invite a customer to share any desktop content.

## Intelligent one-click connect

Join any customer in a Glance session with one click from Genesys Cloud digital agent workspace.



## Data-rich interactions

Glance session data is captured for predictive modeling and interaction impact reporting.

CCaaS Interaction with Glance impact with CSAT Score				
	Count	% of Total	Avg Value	Avg Duration
Chat Interactions with Excellent CSAT and Glance session	48	35.20%	\$512	0:09:21
Chat Interactions with Excellent CSAT and No Glance session	39	28.68%	\$359	0:08:24
Chat Interactions with Good CSAT and Glance session	3	2.22%	\$9	0:04:50
Chat Interactions with Good CSAT and No Glance session	15	11.03%	\$80	0:19:05
Chat Interactions with Fair CSAT and Glance session	1	0.74%	\$63.25	
Chat Interactions with Fair CSAT and No Glance session	1	0.74%	\$64.40	
Chat Interactions with Poor CSAT and Glance session	3	0.14%	\$49.55	
Chat Interactions with Poor CSAT and No Glance session	2	1.47%	\$40.35	
Total Chat Interactions	130	80.80%	\$493	0:09:52
Total Chat Interactions with Glance session	53	48.18%	\$436	0:09:57
Total Chat Interactions with no Glance session	57	51.82%	\$287	0:19:55
Voice Interactions with Excellent CSAT and Glance session	4	2.94%	\$855	0:05:09
Voice Interactions with Excellent CSAT and No Glance session	17	12.50%	\$470	0:07:52
Voice Interactions with Good CSAT and Glance session	3	2.22%	\$274	0:04:57
Voice Interactions with Good CSAT and No Glance session	1	0.74%	\$62.43	
Voice Interactions with Fair CSAT and Glance session	1	0.74%	\$11.40	
Total Voice Interactions with Glance session	26	19.12%	\$586	0:06:23
Total Voice Interactions with no Glance session	20	14.58%	\$454	0:05:49
Total Voice Interactions with no Glance session	20	14.58%	\$380	0:06:46
Total CCaaS Interactions	136	100.00%	\$419	0:07:53
Sales by CSAT and Glance				

## Why Companies Love Glance

**A Major Bank in the US** sets a new standard in digital customer service with millions of Glance sessions annually - used by an estimated 1 in 4 customers with a CSAT rating of 97%.

**Intuit** changes the game for taxes with TurboTax Live: a Glance-powered experience that lets CPAs join Intuit customers during the process of filing their taxes.

**A Top Health Insurance Provider** increases Medicare enrollment and member satisfaction by using Glance to improve interactions on its websites and portals.

**Toast** delivers remote onboarding, training, device troubleshooting, and support, resulting in faster time to value, lower support expenses, and 20% higher CSAT ratings.



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